

Media Release

Steve Dimopoulos MP

Minister for Economic Growth and Jobs

Minister for Sport and Major Events

Acting Minister for Tourism



Wednesday, 24 June 2026

VICTORIA HITS RECORD TOURISM SPENDING

Victoria's visitor economy is booming, generating record spending and supporting thousands of jobs across the state.

Visitor spending has increased by 6.5 per cent, hitting a new record of \$48.6 billion.

More than 2.9 million international visitors spent a new high of \$10.5 billion in the year ending March 2026, an increase of 16.7 per cent.

This includes \$774 million in regional Victoria, boosting our wineries and iconic regional towns.

Every dollar spent by visitors helps create jobs for Victorians and keeps our economy growing.

Spending from Victoria's major international tourism markets is at a record high with:

- Spending from Chinese visitors exceeding \$3.6 billion, up 23.5 per cent.
- Spending from United Kingdom visitors up 37 per cent to \$575 million.
- Spending from United States visitors up 33.8 per cent to \$430 million.

Melbourne remains Australia's top destination for interstate visitors, drawn by our world-class major events.

The Boxing Day Ashes Test, Australian Open and F1 Grand Prix drew tens of thousands of fans who stayed longer to explore Victoria.

The upcoming NFL Melbourne Game will be no different.

The results were released by the Tourism Research Australia's Domestic Tourism Statistics and International Visitor Survey.

Future visitor growth is at risk from Jess Wilson's \$40 billion worth of cuts to Victoria.

Cuts to the tourism industry will destroy jobs and send tourists elsewhere.

Quotes attributable to Acting Minister for Tourism Steve Dimopoulos

"These record numbers are good news because more tourists mean more spending at our cafes, restaurants and hotels which creates jobs for Victorians across the economy."

"Only Labor backs our Tourism industry, which would be under threat from Jess Wilson's \$40 billion in cuts."

Quotes attributable to Visit Victoria CEO Brendan McClements

"Setting a new record for the visitor economy is a terrific outcome for the State, and there are further opportunities to continue this growth, particularly in the Intrastate market. We look forward to working with industry to drive more visitors to choose Victoria."

Media contact: Liam Miles 0492 504 682 | liam.miles@minstaff.vic.gov.au